

**TGJ3M Audio PSA Rubric**

**Name:**

CATEGORY	4	3	2	1
Thinking & Inquiry  /25	An original, accurate and interesting PSA that adequately addresses the issue.	An accurate PSA that adequately addresses the issue.	An accurate PSA but it does not adequately address the issue.	The PSA is not accurate.
Knowledge & Understanding  /25	The PSA uses 2 or more sound effects and music that effectively enhances the message. All text/script is original work.	The PSA uses 2 or more sound effects and music that is partially effective in enhancing the message. Some of the text/script is original work.	The PSA uses less than 2 sound effects ineffectively. Some of the script material is not original.	The PSA does not have sound effects. Text/Script and audio are incomplete.
Application  /25	The PSA is 30 seconds and effectively uses compression, equalization and additional effects to support the mood/feel of the message. The PSA was mastered without distortion/clipping	The PSA is 30 seconds and effectively uses compression and equalization effects to support the mood/feel of the message. The PSA was mastered with very little distortion/clipping	The PSA is not 30 seconds and ineffectively uses compression and equalization effects not supporting the mood/feel of the message. The PSA was mastered with distortion/clipping	The PSA is not 30 seconds and does not use compression and equalization effects. The mood/feel of the message is disconnected with its production. The PSA is distorted/clipped
Communication  /25	Tone, voice selections and delivery convey emotions tied to the message. The presentation is clear and loud enough to be heard. Composition and technical production enhance the PSA message.	Tone, voice selections, and delivery frequently convey emotions tied to the message. The presentation is clear and loud enough to be heard. Composition and technical production usually enhance the PSA message.	Tone, voice selections, and delivery frequently convey emotions tied to the message. Most of the presentation is clear and loud enough to be heard. Composition and technical production sometimes distract from the PSA's message.	Tone, voice, graphics, and delivery rarely convey emotions. Presentation is unclear and/or not loud enough to be heard. Composition and technical production absent or distract from the PSA's message.

NOTES:

